

Fitzwilliam Economic Committee

Sept 20, 2017: Depot Train Station

Meeting began at 7 pm.

The goals of the Economic Committee: to get businesses together to network and pool resources, build relationships among business owners, promote new members, and to revitalize Fitzwilliam.

In attendance: Adrianna Stefanko, Skip Hagstrom, Steve Reinhart, & Suzanne Gray

Absent: Chelley Tighe

Guests: Debbie Favreau, Fitz Town Admin

Minutes: The minutes of August 7, 2017 were approved.

Updating town website: Debbie reported that she has added links to the Ec Comm website including Charlie Wallace 5K race; Car Show, and Halloween Event. The Comm asked if we would be able to add the Ec Comm Mission Statement.

Debbie requested we email what we want posted preferable in PDF format. Town website needs to be town business only and hotlinks are ok to post.

The Biz Brochure is posted on the website; we may want to look at how that is worded to attract tourists.

We can post info about the CCC events, Debbie will post for us. Ec Committee Members should copy all other members of the committee on emails sent to Debbie to be posted.

We need to get Debbie this info ASAP for Nov 13th event.

Also Debbie wants our budget to be done by next meeting. We discussed we may want to include sandwich boards in the budget to use for our events. To date we have borrowed the sandwich board from the Elliot Fund or from fellow biz owners. Also need a plastic tote to put the name tags, sharpies, and supplies for the CCC meetings.

At Board of Selectmen meeting 21st, attended by Suzanne Gray and Chelley Tighe, the BoS suggested we put the biz brochure in plastic holders with a top at Laurel Lake, Widow Gage, Sip Pond, Rockwood Pond, Library (no top for the library) and check out other locations around town. Committee members will start to compile a list of potential locations with a preexisting post. In order to do this it will be necessary for Committee members to meet with various organizations or Committees in town who oversee these locations. (Laurel Lake and Rockwood Pond Associations; Conservation Committee, etc.)

Susan Silverman also suggested we compile a list of public historic buildings to promote Fitz history with tourists and people moving to town. Look at Peterborough's as an example. The Land Use Office has a list of historic buildings we should review and then talk with Historic Commission. Do we want to consider getting plaques for antique buildings?

Library needs to get more copies of the Fitz Newsletter; Skip will get Library 10 more copies.

Suzanne will work with the new Land Use Assistant, Danica Melone to create steps/offices to go to for necessary permits etc. to start a business. This should be posted on the website. Need to include in hours of operation for the town offices. .

CCC Event: Discussion of bringing canned food or winter clothing for Helping Hands in Troy. The event will be held at the Depot Train Station, 7pm-8:30pm with the same format as the last event having coffee and potluck desserts. The theme of this event will be "Advertising Your Business". Guest speaker will be John Sepe to talk about Facebook. Skip will ask Darryl Meattey of Surell.

Format-biz owners intro themselves, where you see your biz in five years; bring brochures and explain free advertising through brochures. Invite Young Entrepreneurs in Fitzwilliam children of all ages.

Name tags- committee wants to do individualized name tags. We could add the Fitz town sign/logo and name of committee. These can be printed in advance also discussed bringing a printer to the event, however the template for printing is on Avery's website which we would not have access with no Wi-Fi.

Post Cards: Suzanne and Chelley have donated cost of printing postcards, since there is not funds for this in our budget, and at the meeting of August 21st, the BoS would not approve going over budget- \$73.00 for 250.

Member Recruitment: Need to try to get new members, talked about a few possibilities. Perhaps we can attract new members from CCC. The criteria to be a member is only be a town resident; being a business owner is not a requirement. If you live outside of town and own a business, you can become an alternate member. Steve suggested asking Charlie Massin and Skip felt Ron Berg would be a great addition to the committee.

Meeting adjourned at 8:35 pm

Next meeting: October 2, 2017 at Depot

Minutes taken by Suzanne Gray

